

CMA Weekly Update



CMA Weekly Update – June 11, 2021

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This week we crossed the grim milestone of 600,000 American deaths from COVID-19. Cases are rising in states with lower vaccination rates. In four states more than 50% of their populations have yet to receive one shot. The pandemic is waning, but the fight is not over yet.

The NAM and The Manufacturing Institute's This Is Our Shot project has scaled up efforts to get manufacturing teams, their families and their communities fully vaccinated against COVID-19. The project has now released an in-depth communication guide produced in partnership with the University of Florida's Center for Public Interest Communications, an institution known for expert message research on vaccine acceptance.

The guide is designed to help you and your members make the most of your position as some of our country's most trusted institutions and build confidence in the power of vaccines to save lives and stop the spread of COVID-19.

This new communications guide includes data on the most effective messages and strategies, rooted in polling and research among manufacturing communities. Among its tools strategies for overcoming language barriers, messages that break through misinformation and bias and best practices for visual communication through posters and other workplace signage.

Please share this [guide](#) with your members and anyone else interested in spreading awareness of the efficacy and importance of these live-saving vaccines.

Key Issues

Movement on Bipartisan Infrastructure Plan As a group of bipartisan Senators continue working to find a deal on infrastructure investment, the NAM, the Business Roundtable and the U.S. Chamber of Commerce on behalf of the business community [called for](#) continued bipartisan action on infrastructure that does away with the threat of tax increases. In the statement, the leaders urged Congress to continue negotiations to enact significant investment and reforms and to look for financing options outside of tax

increases like public-private partnerships, user fees, and reallocated existing federal funds.

Federal Reserve Update The Federal Reserve Federal Open Market Committee (FOMC) released a monetary policy [statement](#) this week. In it officials indicated vaccine progress was a key factor in strengthened economic and employment activity and that rising inflation is likely to be temporary. The Fed also signaled that we could see interest rate hikes as soon as 2023.

The FOMC also gave its economic forecast, which includes:

- 7.0% real GDP growth in 2021;
- Core PCE inflation averaging 3.0% in 2021;
- Growth moderating to 3.3% in 2022;
- Core PCE inflation stabilizing to 2.1% in 2022; and
- Employment rate falling to 4.5% in 2021 and to 3.8% in 2022

MLC's Rethink Summit Next Week The NAM's digital arm, the Manufacturing Leadership Council (MLC), will be hosting their main event of the year on June 22-24 focusing on Accelerating the Adoption of Manufacturing 4.0. The event is a great opportunity for association leaders to learn more about the digital transformation trends that your members are grappling with adopting into their operations. As an NAM partner association, there is no charge for you to attend.

A few highlights from the agenda include a Next Generation Leadership Panel on June 22, PTC's session on the Evolution of the Frontline on June 23 and a session on Shell's A.I. Strategy, Making Energy Smarter, on June 24. Take advantage of your complimentary conference pass and register [here](#).

If you are not yet familiar with the MLC, you can learn more [here](#).

Advocacy Opportunities

How You Can Help Secure a Bipartisan Infrastructure Bill Democrat leaders in Congress are threatening a "reconciliation" package that would allow them to more easily pass tax hikes if bipartisan talks fall apart. The NAM is leading the charge for robust infrastructure investments that also protect the competitive gains achieved through tax reform.

We've pulled together the tools to help your members to easily take action. Access the NAM's [infrastructure toolkit](#), where you can find:

- Topline talking points and key messages;
- A sample message to share with employees;
- A grassroots action tool; and
- A sample letter to the editor to submit to a local news outlet.

[Let us know](#) if we can provide you with additional resources to engage your members.

CMA Member Highlights

- **American Forest & Paper Association (AF&PA)** announced its new set of sustainability goals for the paper and wood products industry this week. [Better Practices. Better Planet 2030: Sustainable Products for a Sustainable Future](#) are comprehensive and quantifiable goals to improve the environment, strengthen worker safety and support local communities in the United States.

The NAM provides this weekly update with key content for our association partners. This is also a platform to highlight work of our CMA partners. [Shoot us a note](#) on any initiatives or messages that your organization has launched that we can share with others.

Coming up

- June 22: [This is Our Shot: Research-Based Vaccine Communications Strategies](#) (11:00 am – 12:00 pm Eastern)
- June 22-24: [Rethink: The Manufacturing Leadership Council Summit](#) *Did you know all CMA partners receive one complimentary registration to attend Rethink?* Devoted to digital manufacturing, Rethink brings manufacturers and experts together virtually to discuss transformational case studies and share best practices. This is a great opportunity to learn more about the MLC and its value for your members. Be sure to register as an NAM member for your complimentary pass.
- June 25: [D&I Roundtable: Sexual Orientation](#) (12:00 p.m. Eastern) As part of the Manufacturing Institute's Diversity and Inclusion efforts, we will be hosting a virtual roundtable to enhance equality and opportunity in our industry. The roundtable will focus on best practices that can be adapted and implemented by companies and the key steps leading manufacturers are taking to create inclusive workplaces and communities.
- July 1: [CMA CEO Roundtable](#) Register for the next CMA CEO roundtable focused on best practices in addressing short-term and long-term workforce challenges. (3:00 - 4:00 p.m. Eastern)
- July 8: [Quarterly Economic Update for Manufacturers](#) (2:00 – 3:00 p.m. Eastern)
- August 4-6: [CMA 2021 Summer Leadership Conference](#) (Broadmoor Resort in Colorado Springs, Colorado). **Registration is OPEN** and space is filling up at the Broadmoor. Make your plans to [attend](#) now.

Add to Calendar: [Apple](#) | [Google](#) | [Office 365](#) | [Outlook](#) | [Outlook.com](#) | [Yahoo](#)

Leadership Reads (and Listens)

A weekly roundup of leadership, operations and productivity articles, podcasts and micro-learning opportunities.

[Build Your Reputation as a Trustworthy Leader](#) *HBR Blog* (5-minute read)

[Is There a Formula for Building Trust](#) *Executive Leadership Podcast* (20-minute listen)

[Leading Through Change](#) *Ideacast* (25-minute listen)

[Understanding Supply Chain Risk](#) *Coalition Blog* (5-minute read)

[Unleashing the Power of Productivity](#) *The Global Leadership Podcast* (30-minute listen)

Also Trending...

Juneteenth honors June 19, 1865, the day that Union Major Gordon Granger announced the end of slavery in Galveston, Texas—two years after President Lincoln’s Emancipation Proclamation. This week, Congress voted to establish Juneteenth as a federal holiday, joining 47 states and the District of Columbia in commemorating the end of slavery. The NAM is closed today observing the new holiday, which serves as both a celebration of how far we have come and a reminder of the work still left to do.